

Message Text

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21

ACTION COME-00

INFO OCT-01 CIAE-00 DODE-00 EB-04 NSAE-00 RSC-01 TRSE-00

EA-06 AEC-05 ISO-00 /017 W

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R 290830Z OCT 74

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 5575

UNCLAS TOKYO 14007

EXCON

E.O. 11652: N/A

TAGS: ESTC, JA

SUBJECT: PRE-LICENSING EXTRANCHECK 132074

REF: STATE 231378

1. IN RESPONSE TO EMBASSY INQUIRY, MR. MASATOSHI BABA, PRESIDENT OF STAR ELECTRONICS LTD. (SE), WHICH IS A MANUFACTURER OF WATCH AND CLOCK MEASURING DEVICES, STATED 2,000 INTEGRATED CIRCUITS ARE SCHEDULED TO BE IMPORTED BY HIREL CO., LTD., AND DELIVERED TO SE'S OWN FACTORY WHERE SUBJECT CRICUITS WOULD BE INCORPORATED INTO 2,000 DIGITAL WATCHES TO BE PRODUCED BY SE FOR THE FIRST TIME UNDER THE BRAND OF QTE DIGISTAR UNQTE. SE ADDED THAT, EXCEPT FOR A FEW PIECES WHICH MAY BE SOLD TO AN EXPORTER (UNDECIDED AS OF THIS DATE) AS SAMPLES, ABOUT ONE HALF OF THE FIRST 2,000 DIGITAL WATCHES WILL BE SOLD DIRECTLY TO DOMESTIC WATCH RETAILERS AS FINISHED PRODUCT FOR SALES TO DOMESTIC END-USERS AND THE OTHER HALF TO DOMESTIC WHOLESALERS OF ELECTRICAL APPLIANCES AS A COMPONENT FOR SALE TO AMATEURS INTERESTED IN ASSEMBLING SUCH WATCHES. BABA ALSO STATED THAT SE PLANS TO CONTINUE IMPORTING SUCH CIRCUITS FROM CALTEX SEMICONDUCTOR AND PROBABLY FROM SOME OTHER AMERICAN MAKERS FOR A MONTHLY PRODUCTION OF 500 DIGITAL WATCHES IN ITS FIRST SERIES.

2. RECOMMEND APPROVAL. WTDR ON SE BEING PREPARED.

HODGSON

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